HANTAREX
ELECTRONIC SYSTEMS

PUBLIC INFORMATION MONITOR
Multimedia TOTEM

&
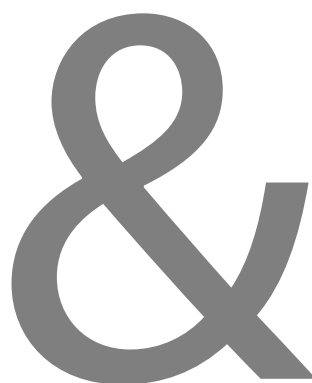
46", 57", 70", 82"
Multimedia TOTEM

Milan Linate, Italy
E. Forlanini International Airport, Area after security check

A new way to communicate. See, hear, touch and interact and EXPERIENCE of PROXIMITY COMMUNICATION & MARKETING.

An experience of interacting with a new tool that puts the user in contact with the outside world. Activate a digital interface with a simple passage to dialogue with the network by simply touching with your fingers. Use sounds, images and sensations to attract the attention of passer-bys with a single product, a **Totem**.

A **Totem** that informs, gathers comments, creates participation and allows information to be gathered, votes to be made and opinions to be expressed.

A **Totem** that prints street maps and allows ring-tones, video clips, trailers, music and anything that entertains to be downloaded.

A **Totem** that senses the presence of and recognizes passer-bys with an integrated Blue-Tooth antenna and proximity sensor.

PRODUCTION RANGE

46"   57"   70"   82"
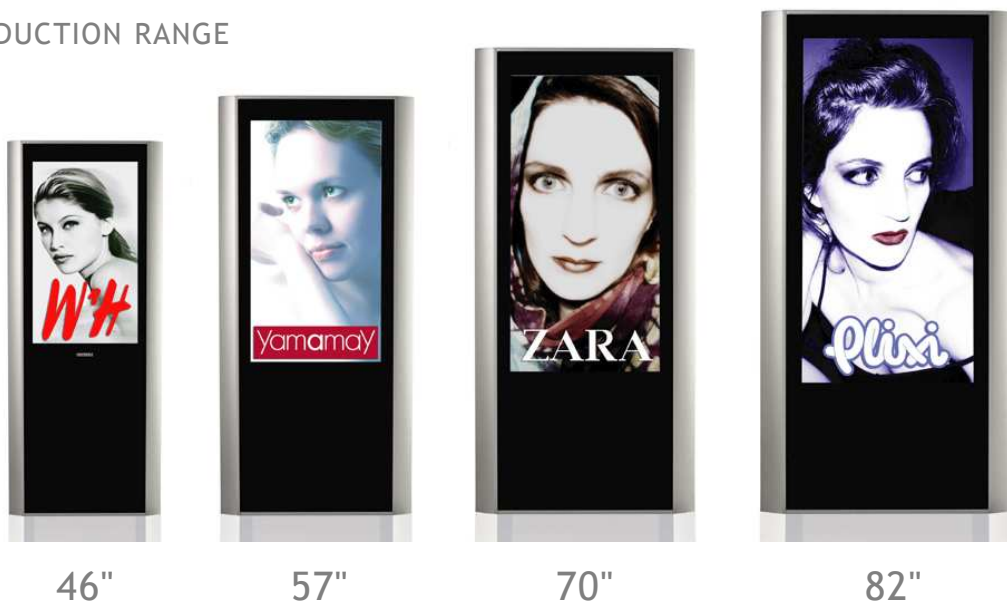
APPLICATIONS

ADVERTISING & RETAIL MARKETING

Information and entertainment in public places, of high traffic and waiting areas, maps and information at fairs and special events, service information at stations and airports.

PROXIMITY MARKETING

Information directed at viewers passing near the device through integrated Blue-Tooth antenna, Wi-Fi and proximity sensors.

DIGITAL IN-STORE

Promotes products: Electronic and interactive show cases, menus and specials for restaurants, programs and promotions for theaters and multiplex movie theaters including trailers, seat availability and reservations.

DIGITAL SIGNS

Electronic signs to manage publicity at stadiums, malls and during exhibitions and shows.

OUTDOOR / INDOOR INFOTAINMENT

Tourist information: reception for tourist offices, hotels, restaurants, mass transit, etc., interactive maps and itineraries for tourists, historic and cultural information and event calendars.

CORPORATE TV & WEB TV

TV and/or Web TV companies to broadcast press releases and present new products, connect various offices and/or branches for company-wide events, virtual communities with bulletin boards, multimedia blogs or company intranet.

MOVING MEDIA

Infotainment channels on board trains, busses, airplanes and ships to broadcast information and pertinent programming; travel portals and interactive kiosks with integrated automatic ticketing machines.

ABANO TERME (PD), ITALY - DOWNTOWN

WIEN (AUSTRIA), DIGILIGHT URBAN NETWORK

OUTDOOR INFOTAINMENT
Tourist information, interactive maps and itineraries, historic and cultural information and event calendars.

OUTDOOR & INDOOR

GENERAL DIMENSIONS

	A	B	C	E	D
46"	860	2150	170	1015	570
57"	1000	2250	170	1248	701
70"	1140	2350	170	1434	806
82"	1320	2650	170	1802	1012

MILAN SUBWAY - DOWNTOWN AREA STOPS

MAIN FEATURES

- Stable, robust solution based on aluminium structure
- High reliability and lifetime
- Full stable 24/7 solution
- Optimized thermal design
- Sun Direct support
- High brightness (1500 cd/sqm)
- Full support for outdoor and critical environments
- Ambient light sensor
- Infrared mouse/keyboard
- Quick clams with safety lock
- Overload switch
- Widely customizable
- Compass opening for fastest maintenance
- Italian design
- Stainless steel base

OPTIONALS

- Integrated PC
- Integrated VGA/HDMI extender
- WINDOWS XP/7 Operating System
- WiFi kit
- Bluetooth support
- WEBcam for image tracking
- Wheels KIT
- Anti-Reflective/Anti-Glare treatment
- Internal audio glass speakers
- Proximity and Shock sensors
- RFID reader
- SMARTcard reader
- Barcode reader
- Capacitive TOUCH SCREEN
- OUTDOOR insulating KIT
- Heating KIT *(RANGE - 20° / +40°)
- UV filters
- Special Back Safety screw
- 3G router
- Triple internal AC plug
- Extra antimoisture kit
- Safety stainless steel ring
- Custom height
- Custom colors
- Custom logo

RETAIL ADVANTAGES

The conventional means to communicate publicity such as posters and bill boards offer companies the possibility to sell space ambiguously or at least defined. The space purchased by a client is sold by size, position and duration of the campaign.

The publicity company can sell the space to a single client for a determined period.

With **HANTAREX** **totem**, the same space can be sold to many clients at the same time by breaking up the length of time the ad is displayed. The space can be sold many times, the content changes according to a schedule that can be set as you please. The return on investment is much higher for the client that pays according to the number of people that pass, not the location and the size, and for the publicity company that can sell the same space many times without maintenance costs because the content can be uploaded to the **Totem** via remote control or wireless.

WITH A SIMPLE PC,
## A **TOTEM** CAN MANAGE

- Multimedia files
- Text, models/documents of any type
- Images
- Cartoons
- Audio play lists
- Web pages
- RSS feeds

MAIN INSTALLATIONS

- Airports, Bus Stations, Train Stations
- Ports
- Subways
- Parking lots and structures
- Retail outlets
- Malls, Sport centers and arenas
- Convention & Trade Centers
- Stadiums and theaters
- Playgrounds and amusement parks
- Military bases
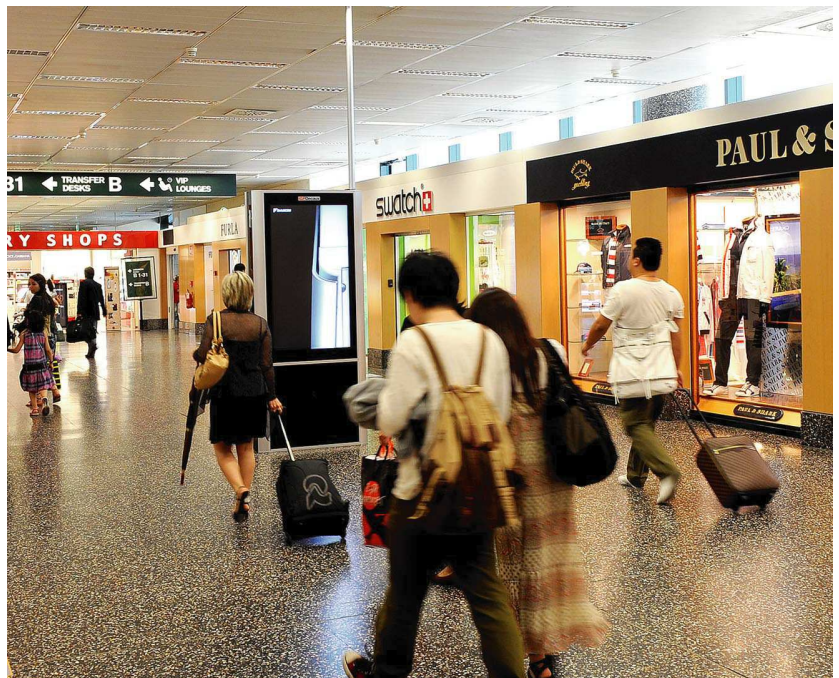
MILAN MALPENSA
INTERNATIONAL AIRPORT, AREA AFTER SECURITY CHECK

OUTDOOR&INDOOR

TECHNOLOGICAL ADVANTAGES

With simple content management software, it is possible to schedule content as you wish, daily, weekly and at certain times, and manage the programming of each individual group of Totems. It is also possible to personalize the content according to the different areas or for a single Totem. It is also possible to synchronize each display connected to the main headquarters in order to take full advantage of the Internet, allow automated operations to transmit content and programming and to monitor the execution and collection of information. With the simple content management software, you can set the specific times when content is transmitted.

Core Benefits

- OutDoor compliance to every kind of weather and Direct Sun condition with IP 54/IP65 compliance
- TFT-LCD panel with high definition features dedicated to digital video-informative applicationsad alta
- Totems are the smartest tools to substitute the old paper ADV devices
- Guaranteed WOW effect over the user which will be attracted by a digital dinamic content
- Continuous customisation of digital contents
- Simultaneous CRM management
- ADV spaces boasted up by the dinamic feature
- A more creative and interactive tool
- Contents availbale on 24/7

MILAN SUBWAY - DOWNTOWN AREA STOPS

CUSTOM APPLICATIONS

MUNICIPALITIES AND SERVICES

- Transportation
- Hospitals
- Centralized energy
- Port authorities
- Public Parks
- Service Areas

URBAN FURNISHINGS

- Bus stop
- Information booths-News stands
- Telephone booths
- In-Store Displays
- Interactive show cases
- Outlet information

TRANSPORTATION

- Publicity in the transit zones of airports and train and subway stations

OUTDOOR SIGNAGE APPLICATIONS

- Stadiums, sport centers, golf courses, beach resorts, ski resorts, Outdoor events

HANTAREX TOTEMS can be customized with various integrated functions and options.

Within the Totem, it is possible to insert a PC that allows remote management of the content that can be new generation, digital, or old generation, digitalized. **Totems** are compatible with all the best know codified multimedia formats such as Graphic BMP, GIF, JPEG, PCX, PNG, TIFF, WMF/Cartoon Flash, GIF, HTML/ Sound Wav, MP3, Wma /Video MPEG 1, MPEG2, MPEG 4, AVI, DIVX, WMV, WMVHD, FLV/ Text Feed XML, atom, RSS2.0, HMTL /Streaming multicast audio and video from terrestrial and satellite networks /Podcast / multimedia Feed from blogs. The user can interact with the environment where the screen is installed. Programming can vary in real time according to the users behavior.

Totems can also use a simple card/player (see Neptune/Network card functions on page 62.), that allows the complete remote management of content and programming without an integrated PC. **Totems** can be customized also structurally and esthetically, we can design a particular solution depending on the customer s needs.

The double faced and/or air conditioned, with an integrated air conditioner, versions are already available as plus standard options on the 57Ž model, see the photo to the side of a double faced Totem installed at Milan Linate Airport.

PADUA, ITALY DOWNTOWN

OUTDOOR&INDOOR

Special OPTIONS

- base
- safety stainless steel ring
- wheels kit
- customised hight
- customised color
- customised logo

70"

	A	B	C	E	F	G	H
46"	860	2150	170	500	1015	570	1000
57"	1000	2250	170	500	1248	701	1140
70"	1140	2350	170	500	1434	806	1280
82"	1320	2650	170	500	1802	1012	1320

9

	Hantarex Totem ADV4610	Hantarex Totem ADV5710
Case		
Materials	Body: extruded painted aluminum Interior: aluminum and steel Front bottom: Alubond	Body: extruded painted aluminum Interior: aluminum and steel Front bottom: Alubond
Available versions	Single Face Double Face High brighness Standard brightness With Air Conditioner Without Air Conditioner	Single Face Double Face
Ventilation	Optimized airflow	Optimized airflow
Air Conditioner (option)	5000 BTU /h	5000 BTU /h
Protection degree against wate and dust	IP65	IP54
Opening	Window opening	Window opening
Glass	Laminated, antivandalism, antireflective or antiglare, antistatic, multilayer 3 mm+ 3mm + 0.38 mm PVB foil	Laminated, antivandalism, antireflective or antiglare, antistatic, multilayer 3 mm+ 3mm + 0.38 mm PVB foil
External cables	Power with IEC plug 2P+G 230V 16A CAT5 for LAN (RJ45) Serial for tuning extender (RJ11)(option) USB cable for access from USB 2.0 device	Power with IEC plug 2P+G 230V 16A CAT5 for LAN (RJ45) Serial for tuning extender (RJ11)(option) USB cable for access from USB 2.0 device
Colore	RAL9006 (or other on request)	RAL9006 (or other on request)
Logo cliente	On request	On request
Monitor		
Tecnology	LCD TFT	LCD TFT
Dimension	46" (117 cm)	57" (145 cm)
Format	16:9	16:9
Resolution	1366 (H) x 768 (V) pixel (versions high brightness) 1920 (H) x 1080 (V) pixel (versions standard brightness)	1920 (H) x 1080 (V) pixel
Pixel pitch	0.74 [mm]	0.65 [mm]
Area di display	1018 (H) x 572 (V) [mm]	1349 (H) x 871 (V) [mm]
Brightness	1500 cd/m2 (versions high brightness) 700 cd/m2 (versions standard brightness)	600 cd/m2
Contrast ratio	3000:1	2000:1
View angle	H:178°, V:178°	H:178°, V:178°
Colors	16.7 M	16.7 M
Response time	6 ms	8 ms
Video inputs	1 x Dsub 15 HD RGB Analog[PC] (internal) 1 x DVI-D [Digital RGB] (internal) 1x HDMI (internal)	1 x Dsub 15 HD RGB Analog[PC] (internal) 1 x DVI-D [Digital RGB] (internal) 1x HDMI (internal)
Other inputs (option)	CVBS, Y/C, YPbPr	CVBS, Y/C, YPbPr
Audio (option)	Input : 0.5V to 1V , Output :2x 7W, glass speakers 10W	Input : 0.5V to 1V , Output :2x 7W, glass speakers 10W
Specs video inputs	VGA/DVI: VGA ~ WUXGA (1920x1080) HDMI: 480i/p, 576i/p, 720p, 1080p	VGA/DVI: VGA ~ WUXGA (1920x1080) HDMI: 480i/p, 576i/p, 720p, 1080p
Control interfaces	IR remote Serial port RS-232 (internal)	IR remote Serial port RS-232 (internal)
Video control	Brightness, Contrast, Color, Sharpness Color temparature (5 selections) Still frame	Brightness, Contrast, Color, Sharpness Color temparature (5 selections) Still frame
Video geometry	Auto adjustment of image dimensions Adjustable horizontal/vertical phase Preset formats (4:3, 16.9, 1:1)	Auto adjustment of image dimensions Adjustable horizontal/vertical phase Preset formats (4:3, 16.9, 1:1)
Diagnostics	Automatic management of fans Automatic overtemperature shutdown Monitor's status control Temperature and fans control through programmable threshold	Automatic management of fans Automatic overtemperature shutdown Monitor's status control Temperature and fans control through programmable threshold
Other sensors	Ambient light sensor Automatic brightness based on ambient light Proximity sensor (option) Shock sensor (option)	Ambient light sensor Automatic brightness based on ambient light Proximity sensor (option) Shock sensor (option)
Other	Standby mode Timer (time,wakeup, sleep) DPMS Input autoserch O.S.D. (On Screen Display) Presetting for WLAN antenna (internal)	Standby mode Timer (time,wakeup, sleep) DPMS Input autoserch O.S.D. (On Screen Display) Presetting for WLAN antenna (internal)
O.S.D. language	D, E, F, GB, I, P	D, E, F, GB, I, P
Dimensions	860x2150x170 (typical) 876x2150x290 (typical)	1000x2250x170 (typical) 1016x2250x290 (typical)
Power	115/230 VAC ± 15%, 50/60 Hz IEC plug	115/230 VAC ± 15%, 50/60 Hz IEC plug
Power consumption	Single face: 270 W (version with standard brightness) Monofacciale: 1200 W (version with high brightness and AC on) Double face : 550 W (version with standard brightness) Double face: 1640 W (version with high brightness and AC on)	Single face: 495 W Double face : 990 W
Operating conditions	Storing : -20°C to 65°C (max 85% RH no condensing) Operating: 0°C to 50°C (max 85% RH no condensing)	Storing : -20°C to 65°C (max 85% RH no condensing) Operating: 0°C to 50°C (max 85% RH no condensing)
Accessories	Power cable Remote control with batteries User manual	Power cable Remote control with batteries User manual
Controller		
CPU	Versions with CPU Intel Dual Core or Intel i3/i5	Versions with CPU Intel Dual Core or Intel i3/i5
RAM	2 GB	2 GB
Non volatile memory	HDD or Solid State HD up to 16 GB	HDD or Solid State HD up to 16 GB
Graphics	Intel GMA, resolution up to 1920x1080 pixel (internal connection)	Intel GMA, resolution up to 1920x1080 pixel (internal connection)
LAN	GigaEthernet 10/100/1000	GigaEthernet 10/100/1000
WLAN	802.11 g/n (option) Adapter Wifi & Bluetooth	802.11 g/n (option) Adapter Wifi & Bluetooth
Other connectivity	On request Router GPRS/UMTS (option)	On request Router GPRS/UMTS (option)
Interaction	Tastiera/trackball wireless (option)	Tastiera/trackball wireless (option)
Alternatively	Integrated VGA/HDMI extender	Integrated VGA/HDMI extender

	Hantarex Totem ADV7010	Hantarex Totem ADV8210
Case		
Materials	Body: extruded painted aluminum Interior: aluminum and steel Front bottom: Alubond	Body: extruded painted aluminum Interior: aluminum and steel Front bottom: Alubond
Available versions	Single Face Double Face	Single Face
Ventilation	Optimized airflow	Optimized airflow
Air Conditioner (option)	5000 BTU /h	5000 BTU /h
Protection degree against wate and dust	IP54	IP54
Opening	Window opening	Window opening
Glass	Laminated, antivandalism, antireflective or antiglare, antistatic, multilayer 3 mm+ 3mm + 0.38 mm PVB foil	Laminated, antivandalism, antireflective or antiglare, antistatic, multilayer 3 mm+ 3mm + 0.38 mm PVB foil
External cables	Power with IEC plug 2P+G 230V 16A CAT5 for LAN (RJ45) Serial for tuning extender (RJ11)(option) USB cable for access from USB 2.0 device	Power with IEC plug 2P+G 230V 16A CAT5 for LAN (RJ45) Serial for tuning extender (RJ11)(option) USB cable for access from USB 2.0 device
Colore	RAL9006 (or other on request)	RAL9006 (or other on request)
Logo cliente	On request	On request
Monitor		
Tecnology	LCD TFT	LCD TFT
Dimension	70" (178 cm)	82" (208 cm)
Format	16:9	16:9
Resolution	1920 (H) x 1080 (V) pixel	1920 (H) x 1080 (V) pixel
Pixel pitch	0.80 [mm]	0.94 [mm]
Area di display	1251(H) x 704 (V) [mm]	1805(H) x 1015 (V) [mm]
Brightness	600 cd/m2	600 cd/m2
Contrast ratio	1500:1	2000:1
View angle	H:178˚, V:178˚	H:178˚, V:178˚
Colors	16.7 M	16.7 M
Response time	8 ms	8 ms
Video inputs	1 x Dsub 15 HD RGB Analog[PC] (internal) 1 x DVI-D [Digital RGB] (internal) 1x HDMI (internal)	1 x Dsub 15 HD RGB Analog[PC] (internal) 1 x DVI-D [Digital RGB] (internal) 1x HDMI (internal)
Other inputs (option)	CVBS, Y/C, YPbPr	CVBS, Y/C, YPbPr
Audio (option)	Input : 0.5V to 1V , Output :2x 7W, glass speakers 10W	Input : 0.5V to 1V , Output :2x 7W, glass speakers 10W
Specs video inputs	VGA/DVI: VGA ~ WUXGA (1920x1080) HDMI: 480i/p, 576i/p, 720p, 1080p	VGA/DVI: VGA ~ WUXGA (1920x1080) HDMI: 480i/p, 576i/p, 720p, 1080p
Control interfaces	IR remote Serial port RS-232 (internal)	IR remote Serial port RS-232 (internal)
Video control	Brightness, Contrast, Color, Sharpness Color temparature (5 selections) Still frame	Brightness, Contrast, Color, Sharpness Color temparature (5 selections) Still frame
Video geometry	Auto adjustment of image dimensions Adjustable horizontal/vertical phase Preset formats (4:3, 16.9, 1:1)	Auto adjustment of image dimensions Adjustable horizontal/vertical phase Preset formats (4:3, 16.9, 1:1)
Diagnostics	Automatic management of fans Automatic overtemperature shutdown Monitor's status control Temperature and fans control through programmable threshold	Automatic management of fans Automatic overtemperature shutdown Monitor's status control Temperature and fans control through programmable threshold
Other sensors	Ambient light sensor Automatic brightness based on ambient light Proximity sensor (option) Shock sensor (option)	Ambient light sensor Automatic brightness based on ambient light Proximity sensor (option) Shock sensor (option)
Other	Standby mode Timer (time,wakeup, sleep) DPMS Input autoserch O.S.D. (On Screen Display) Presetting for WLAN antenna (internal)	Standby mode Timer (time,wakeup, sleep) DPMS Input autoserch O.S.D. (On Screen Display) Presetting for WLAN antenna (internal)
O.S.D. language	D, E, F, GB, I, P	D, E, F, GB, I, P
Dimensions	1140x2350x170 (typical) 1160x2350x290 (typical)	1320x2650x170 (typical)
Power	115/230 VAC ± 15%, 50/60 Hz IEC plug	115/230 VAC ± 15%, 50/60 Hz IEC plug
Power consumption	Single face: 580 W Double face : 1160 W	1070 W
Operating conditions	Storing : -20˚C to 65˚C (max 85% RH no condensing) Operating: 0˚C to 50˚C (max 85% RH no condensing)	Storing : -20˚C to 65˚C (max 85% RH no condensing) Operating: 0˚C to 50˚C (max 85% RH no condensing)
Accessories	Power cable Remote control with batteries User manual	Power cable Remote control with batteries User manual
Controller		
CPU	Versions with CPU Intel Dual Core or Intel i3/i5	Versions with CPU Intel Dual Core or Intel i3/i5
RAM	2 GB	2 GB
Non volatile memory	HDD or Solid State HD up to 16 GB	HDD or Solid State HD up to 16 GB
Graphics	Intel GMA, resolution up to 1920x1080 pixel (internal connection)	Intel GMA, resolution up to 1920x1080 pixel (internal connection)
LAN	GigaEthernet 10/100/1000	GigaEthernet 10/100/1000
WLAN	802.11 g/n (option) Adapter Wifi & Bluetooth	802.11 g/n (option) Adapter Wifi & Bluetooth
Other connectivity	On request Router GPRS/UMTS (option)	On request Router GPRS/UMTS (option)
Interaction	Keyboard/trackball wireless (option)	Keyboard/trackball wireless (option)
Alternatively	Integrated VGA/HDMI extender	Integrated VGA/HDMI extender

Fasano (Ba), Italy P.za Ciaia

www.hantarex.eu

SAMBERS
I T A L I A

Headquarter:
via Friuli 10/D
20046
Biassono (Mi)
tel. +39.039.2224.1
fax +39.039.2224.200
www.hantarex.it
info@hantarex.it

CSQ

CERTIFIED
IQNet
MANAGEMENT SYSTEM

UNI EN ISO 9001:2000